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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

(Use as many sheets as necessary)

Comprete if Known					
Application Number	10/016,988	_			
Filing Data	12/14/2001	_			
First Named Inventor	MATZ				
Art Unit	2611	_			
Examiner Name	Unknown	_			
Attorney Docket Number	BS01371				

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Examiner Initials*	No.1	Number-Ond Code ^{2 (F Incom)}	Publication Date MM-00-YYYY	Name of Palantee or Applicant of Cited Document	Pages, Columns, Lines, When Relevant Passages or Relevant Figures Appear
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Examiner Initials*	No.	Foreign Patant Document	Publication Date	Name of Patentee or	Pages, Columns, Lines,	\top
	Country Code ² "Number ⁴ "IGnd Code ² (# Innown)	MW-00-YYYY	Applicant of Cited Document	Where Relevant Pessages Or Relevant Figures Appear	76	
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Examiner /Andrew Koenig/ Date Signature Considered 06/25/2006

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Under the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it contains a valid CNAP control number. Complete if Known **Bubstitute for form 144B/PTO** Application Number 10/016,988 Filing Date 12/14/2001 INFORMATION DISCLOSURE First Named Inventor MATZ STATEMENT BY APPLICANT Art Unit 2811 (Use se many sheets as nacessary) **Examiner Name** Unknown of Ø Sheet BS01371

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Sheet	of 9		Attorney Docket Number	BS01371	
		II S PATEN	T DOCUMENTS		
Exeminer C	Document Number	Publication Date	Name of Patentee	Pages, Columns, Lines	When
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Examiner /Andrew Koenig/ 06/25/2006 Considered

Signature /Andrew Koenig/

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Substitute for form 1449/PTO	Complete If Known						
	Application Number	10/016,988					
INFORMATION DISCLOSURE	Filing Date	12/14/2001					
STATEMENT BY APPLICANT	First Named Inventor	MATZ					
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*EXAMINER: Initial I reference considered, whether or not distion is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant. Applicants unique citation designation number (optional). 3See Kinds Codes of USFTO Patent Documents at warm. yesting. The Post of the Emperor must precede the document, by the two-letter code (WIPO Standard ST.3). For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the sential number of the patent document. *Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST.18 if possible. *Applicant is to place a check mark here if English tanguage. This collection of information is required by 37 CFR 1.97 and 1.88. The information is required to obtain or retain a benefit by the public which is to file (and by the USFTO to process) an epilication. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 2 hours to complete, including gathering, preparing, and submitting the completed application from to the USFTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief information Officer, U.S. Patent and Tradement Office, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND

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Under the Paperwork Reduction Act of 1995, no persone are required to aspond to a collection of information unless it contains a visit OMS contain unless. Substitute for form 1448A/PTO Complete If Known **Application Number** 10/016,988 INFORMATION DISCLOSURE Filling Date 12/14/2001 STATEMENT BY APPLICANT First Named Inventor MATZ Group Art Unit 2611 (use as many sheets as necessary)

Examiner Name Sheet of 9 **Attorney Docket Number** BS01371

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INFORMATION DISCLOSURE STATEMENT BY APPLICANT Complete If Known

Application Number 10/016,988

Filing Date December 14, 2001

First Named Inventor MATZ

Group Art Unit 2611

Examiner Name

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Sheet 01 9 Attorney Docket Number BS01371 U.S. PATENT DOCUMENTS U.S. Patent Document Name of Patentas or Applicant of Citad Document Date of Publication of Pages, Columns, Lines, Where Refevent Passages or Refevent Figures Appear Examiner Initials Kind Code² Number (If known) US- 5,585,838 Lawter et al. 12-17-1996 U8- 5,608,448 Smoral et al. 03-04-1997 ĀK US- 8,619,247 A Russo 04-1997 AK US-5,681,518 Carles, John B. 08-1997 US- 5.698.670 Matty 10-08-1987 US- 5.724,625 Bovers II et al. 03-1998 US- 5,752,159 AK Faust et al. **C5-1998** US- 5,758,257 <u>ak</u> Herz et al. 05-1998 AK US- 8,774,170 Hite et el. 06-1998 US-5,778,182 Cathey ot al. 07-07-1998 US- 5,818,498 B1 Howe et al. 10-05-1998 US-5,892,508 B1 Howe et al. 04-08-1999 AΚ US- 6,015,344 Kelly et al. 01-18-2000 US- 6,076,094 B1 AK Cohen et al. 05-13-2000 US- 6,134,531 AK Trawit et al. 10-2000 <u>AK</u> US- 6.172.674 B1 Etheredge et al. 01-09-2001 AK U8-6,202,210 Ludtke 03-2001 AK US- 6,252,586 B1 Freeman et el. 06-26-2001 AF AK US- 6,314,577 B1 Poccak 11-06-2001 US- 6,448,261 B1 Rosser 09-2002 US-8,483,685 Hendricks et al. 10-2002 US-6,530,082 B1 Del Sesto et al. 03-2002

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Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006

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Substitute for form 1449A/PTO Complete if Known **Application Number** 10/016,988 INFORMATION DISCLOSURE Filing Date December 21, 2001 STATEMENT BY APPLICANT First Named Inventor MATZ **Group Art Unit** 2611 (use as many sheets as necessary) **Examiner Name** Of 9 Attorney Docket Number BS01371

		OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS	
Examiner Initials *	Cite No.1	include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	т.
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¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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Substitute for form 1448APTO	Complete If Known		
	Application Number	10/018,988	
INFORMATION DISCLOSURE	Filing Date	12/14/2001	
	First Named Inventor	MATZ	
STATEMENT BY APPLICANT	Group Art Unit	2611	
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		NON PATENT LITERATURE DOCUMENTS	
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Signature	/Andrew Koenig/	Considered 06	/25/2006
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^{*}EXAMINEST: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformation and not considered include copy of this form with next communication to applicant.

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STATEMENT BY APPLICANT

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		Complete if Known	
	Application Number	10/016,988	
	Filing Date	December 14, 2001	
r	First Named Inventor	Matz	
	Group Art Unit	2611	
	Examiner Name	Unassigned	
_	Attorney Docket Number	BS01371	

		U.S. Patent Document	U.S. PATENT DOCUM		Beens Cohemas Lines When Belgins
xaminer Initials	Cite No.1	Number Kind Code ² (if known)	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevan Passages or Relevant Figures Appear
AK		677,209	Chernock et al.	06-1901	
		3,798,610	Bliss et al.	03-19-1974	
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INFORMATION DISCLOSURE STATEMENT BY APPLICANT

10/016,988 **Application Number** December 14, 2001 Filing Date First Named Inventor Matz **Group Art Unit** 2611 Unassigned Examiner Name

BS01371

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	г	U.S. Patent Document	U.S. PATENT DOCUM		
Examiner	Cite	Kind Code ²	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Annear
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			WO 99 457	02A		09-10-1999		

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¹ Unique citation designation number. 2 See attached Kinds of U.S. Patent Documents. 3 Enter Office that issued the document, by the two-letter code (WIPO Standard ST.3). 4 For Japanese patent documents, the indication of the year of the reign of the Emperor must precede the serial number of the patent document. 5 Kind of document by the appropriate symbols as indicated on the document under WIPO Standard ST. 16 if possible. 6 Applicant is to place a check mark here if English language Translation is attached.

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Application Number 10/016,988

Filing Date December 14, 2001

First Named Inventor Matz

Group Art Unit 2611

Examiner Name Unassigned

Attorney Docket Number BS01371

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Sheet 4 of 5

OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of т2 Cite the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue Examiner No.1 number(s), publisher, city and/or country where published. Initials * AK PCT Publication No. WO 94/17609 (Kiefl et al., 08-04-1994) CAULEY, LESEIE, "Microsoft, Baby Bell Form Video Alliance," The Wall Street Journal, September 26, 1994 "allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/com_cgi/print/print.cgi?url=http://devices.../report_interactive.html, (11/16/01) pp.1-2. "Liberate Technologies - Solutions," Digital Cable Two-Way, www.solutions.liberate.com/architecture/dc2.html, (11/16/01) p. 1 of 1. "Liberate Technologies - Solutions," Digital Broadband Telco, www.solutions.liberate.com/architecture/db.html, (11/16/01) p. 1 of 1. "Liberate Technologies - Solutions," Liberate Connect Suite, www.solutions.liberate.com/products/connect_suite.html, (11/16/01) pp. 1-2. "Liberate Technologies - Solutions," Liberate imprint Server TM www.solutions.liberate.com/products/imprint_server.html, (11/16/01) p. 1 of 1. "Liberate Technologies - Solutions," Liberate Mediacast Server^{TM,} www.solutions.liberate.com/products/mediacast_server.html, (11/16/01) pp.1-2. "Spike High Performance Server Array," Mixed Signals Technologies, Inc., <u>www.mixedsignals.com,</u> itvinto@mixedsignals.com (2000) p. 1. "power, flexibility, and control," RespondTV, www.respondtv.com/whyrespond.html (11/16/01) pp. 1-2. "it just clicks!," RespondTV, www.respondtv.com/inaction.html, (11/16/01) pp.1-2. "The Wink System," Wink System Diagram, www.wink.com/contents/tech_diagram.html, (11/16/01) p. 1 of 1. "What is Wink?," www.wink.com/contents/whatiswink.html, (11/16/01) p. 1 of 1. "How Wink Works," What is Wink: How wink works, <u>www.wink.com/contents/howitworks.html,</u> (11/16/01) AK p. 1 of 1.

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Examiner Signature	/Andrew Koenig/	Date Considered	06/25/2006

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of Sheet

Complete if Known				
Application Number	10/016,988			
Filing Date	December 14, 2001			
First Named Inventor	Matz			
Group Art Unit	2611			
Examiner Name	Unassigned			
Attorney Docket Number	BS01371			

-		OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS	
Examiner Initials *	Cite No.1	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T²
AK		"What is Wink: Examples," What is Wink - Examples, www.wink.com/contents/examples.html, (11/16/01) pp. 1-2.	
		"Nielsen Media Research – Who We Are & What We Do," www.nielsenmedia.com/whoweare.html, (10/11/01) pp:1-4:	
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					Application Number	10/016,988	
INFORMATION DISCLOSURE					Filing Date	Dec. 14, 2001	
	STATEMENT BY APPLICANT			PPLICANT	First Named Inventor	Matz	
					Group Art Unit	2611	
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	Sheet	1	of	1	Attorney Docket Number	BS01371	

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		U.S. Petert Document	Name of Patentee or Applicant	Date of Publication of	
Examiner Initials *	Cite No.	Number (If known)	of Cited Document	Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Releven Passages or Relevant Figures Appear
AK		6,236,975	Boe et al.	05-2001	
ΔK		9,483,585	Hendricks et al.	10-2002	
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	OTHER PRIOR ART - NON PATENT LITERATURE DOCUMENTS					
Examiner Initials *	Cite No. ¹	Include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, sarial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T2			
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U.S. PATENT DOCUMENTS						
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Examiner Initials *	No. Nu	Number	Kind Code ² (# known)	of Cited Document	Date of Purblication of Cited Document MM-DD-YYYY	Pagos, Columns, Lines, Where Relevar Passages or Relevant Figures Appear
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Examiner initials *	Cite No.1	include name of the author (in CAPITAL LETTERS), title of the article (when appropriate), title of the item (book, magazine, journal, serial, symposium, catalog, etc.), date, page(s), volume-issue number(s), publisher, city and/or country where published.	T P

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Sheet 1 of 1

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	No.1	Number (if known)	of Cited Document	Document MM-DD-YYYY	Relevant Passages or Relevant Figures Appear	
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AK		Aggarwal et al ("A Framework for the Optimizing of WWW Advertising" Proceedings fo the International IFIP/GI Working Conference Trends in Distributed Systems for Electronic Commerce, Pages:1-10, Year of Publication: 1998).	

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			U.S. PATENT DOCUMEN	NTS	
Examiner (100	U.S. Patent Document	Name of Patentee or Applicant	Date of Publication of Cited	Pages, Columns, Lines, Where
	Cite No.	Number Kind Code ² (# known)	of Cited Document	Document MM-DD-YYYY	Rolevent Pessegss or Relevant Figures Appear
AK		2004/0261127	Freeman et al.	12-23-2004	
AK		5,848,397	Marsh et al.	12-1998	
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Complete if Known **Application Number** 10/016.988 Filing Date December 14, 2001 First Named Inventor MATZ, William R., et al. **Group Art Unit** Unassigned **Examiner Name** Unassigned

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1 of 2 Attorney Docket Number 36968-265390 Sheet

				U.S. PATENT DOCUM	MENTS	
Examiner Initials	Cite No.	U.S. Patent Doc Number Kind (if kno	Code ²	Name of Patentee or Applicant of Cited Document	Date of Publication of Cited Document MM-DD-YYYY	Pages, Columns, Lines, Where Relevant Passages or Relevant Figures Appear
- AK		6,314,577	B1	POCOCK, Michael H.	November 6, 2001	
AK		5,892,508	B1	HOWE, Wayne R., et al.	April 6, 1999	
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AK		6,172,674	B1	ETHEREDGE, Robert C.	January 9, 2001	
AK		6,252,586	B1	FREEMAN, Michael J., et al.	June 26, 2001	
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				FOREIG	N PATENT DOCU	MENTS		
Examiner Cite No. 1	Cita	For	Foreign Patent Document		Name of Patentee	Date of Publication of	Pages, Columns, Lines,	
		Office ³	Number ⁴	Kind Code ⁵ (if known)	or Applicant of Cited Document	Cited Document MM-DD-YYYY	Where Relevant Passages or Relevant Figures Appear	T ₆
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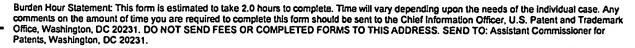
Substitute for form 1449A/PTO Complete if Known **Application Number** 10/016,988 INFORMATION DISCLOSURE Filing Date December 14, 2001 STATEMENT BY APPLICANT First Named Inventor MATZ, William R., et al. **Group Art Unit** Unassigned (use as many sheets as necessary) **Examiner Name** Unassigned Sheet **Attorney Docket Number** 36968-265390

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AK		"allNetDevices: - Report: Interactive TV Soon to Become Direct Marketing Tool," allNetDevices, www.devices.internet.com/icom_cgi/print/print.cgi?url=http://devices/report_interactive.htm, (11/16/01) pp. 1-2.	-	
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FORM 1449* INFOR	RMATION DISCLOSURE STATEMENT	Docket Number: 60027.0291US01/BS01371	Application Number: 10/016,988
101, 4	IN AN APPLICATION	Applicant: Matz et al.	
JAH 2 9 2004 8	(Use several sheets if necessary)	Filing Date: December 14, 2001	Group Art Unit: 2611

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EXAMINER INITIAL	DOCUMENT NO.	DATE	NAME	CLASS	SUBCLASS		DATE OPRIATE
AK	5,754,939	05/1998	Herz et al.	455	4.2		·
AK	5,838,314	11/1998	Neel et al.	345	327		
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						YES	NO
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